

KWIR LEADERSHIP TEAM



TODD HAIGH
Operating Principal

Todd facilitates a smooth workflow, allowing agents to focus on client relationships and sales activities while ensuring the brokerage operates efficiently and effectively to promote agent success and business growth.



NICK DREHER
Team Leader

Here to support you and your business in achieving success. As your mentor and coach, Nick offers personalized guidance and strategic direction to help you reach your real estate goals. He provides valuable training sessions, one-on-one coaching, and constructive feedback tailored to enhance your skills and performance.



RACHEL PAAVOLA
Market Center Administrator

Rachel helps streamline payments and transactions, manage paperwork, and ensure compliance with legal requirements, allowing you to focus on building client relationships and closing deals. She also assists with client and agent events and much more to help your business thrive!



LYNN FRANTZEN
Broker - MN & WI

As your trusted advisor, Lynn offers industry expertise, market insights, and strategic direction to help you navigate the real estate landscape with confidence. She facilitates training programs, offers professional development opportunities, and ensures compliance with regulations, empowering you to excel in your role.



MARTY RICHTER
Dir. of Technology

Marty is your go-to resource for all things tech, including website optimization, app integration, and mastering KW Command. With his expertise, he can help you leverage the latest tools and technologies to streamline your operations and enhance your real estate business.



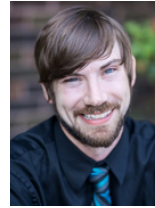
ALEC JUNKERT
Business Coach

Alec is committed to maximizing your efficiency and success in real estate. He offers personalized coaching and strategies to optimize your workflow, manage time effectively, and achieve your business goals. With years of experience he is ready to boost your productivity!



VAL WHIPPLE
Assistant Market Center Administrator

Val works directly with the MCA. She supports agents by managing administrative tasks such as payments from closings and paperwork. She also assists with client and agent events and much more to help your business thrive!



SEAN HEIER
Dir. of Marketing
& Systems

Sean is here to empower our agents with strategic marketing services that drive results. By leveraging his expertise in digital advertising, social media engagement, and property marketing, Sean can help agents attract more clients and maximize their listings' exposure.



SHANNON HEIER
Transaction
Coordinator

Shannon offers agents invaluable support from contract to close. By managing all listing and buyer paperwork with meticulous attention to detail, Shannon ensures smooth transactions and frees up agents to focus on client relationships and sales activities.



STEVE HYLAND
Dir. of Growth & Expansion

Steve is dedicated to helping both new and current agents succeed. With years of expertise in the field, he provides invaluable guidance and support to navigate the real estate industry effectively.



LINDA MONTOYA
Dir. of First
Impressions

Linda is the friendly face that greets you at our office. They ensure every visitor and caller feels welcomed and attended to, setting a positive tone for your experience with us. Let them make your first impression a memorable one!

WE'RE HERE TO HELP YOU SUCCEED!

2024 AGENT LEADERSHIP COUNCIL

PARTNERS IN GROWTH AND PROFITABILITY



Yanet Diaz



Jen Kenny-Hendry



George Yang



Ryan Birabent-Genone



Martha Ballek



Forrest Kalk



Wendy Heras



Shelby Carr

The ALC serves as the "Voice of the agents" within each KW Market Center. They are chosen within the top 20% of producing agents and they discuss to determine agent-facing policies within the office. The support and leadership of the ALC truly makes KW an agent-centric company!

GETTING STARTED

KELLER WILLIAMS

MONTHLY= \$125 FLAT MONTHLY INVOICE*			ANNUAL	ONE-TIME
<p>TECH - KWRI \$70/MO</p> <p>COMMAND (All-In-One): \$65 CRM Marketing: Designs Branded Website & App Smartplans Business Reporting Referral Network Mobile Accessibility Transaction Management Campaigns (Social, Mail, Email)</p> <p>Google Suite \$5 PLUS • Unlimited Drive Storage • KW Email • Docs • Calendar • And many more!</p>	<p>TECH - KWIR \$25/MO</p> <ul style="list-style-type: none"> • Leads Community • Scott LeRoy Services • TrustFunds • ListHub & KWLS • Direct Deposit • Marketing Support • Access to OnSite Broker • Coaching & Training • Brand New Office & Training Center • Events (Lead Gen, Contests, Client Appreciation) 	<p>E&O \$30/MO</p> <p>Minnesota Compliant E&O Insurance All handled by KWIR</p> <p><i>*Additional fees accrued are optional and at each agent's discretion*</i></p>	<p>KWRI \$25</p> <p>Associate Fee assessed each January, including inactive associates that are "Vested Retired" in the Keller Williams system. This fee is paid to KWRI.</p> <p><i>Associate Renewal fee to KWRI</i></p>	<p>ONBOARDING \$399</p> <ul style="list-style-type: none"> • 400 KW business cards • KW name badge • One (1) custom For Sale sign • Technology setup • Technology and marketing services • Free Launch Coaching available to all new agents

SCHOOL & TESTING

- **\$0* - \$999**
- The CE Shop: www.kwrosevillemn.theceshop.com
- Kaplan: www.kapre.com
- MN Realty School: www.mnrealtyschool.com
- Real Estate Express: www.realestateexpress.com
- *KW Prep Program: Ask your Leadership team how you can take advantage of pre-licensing courses at no-cost-to you!
- State & National Exams: <https://test-takers.psiexams.com/mnre>
 - 866-395-1006
 - **\$68 on average when scheduled together**

LICENSING

- \$112.50 (one time fee)
- MN Department of Commerce - KWIR submits your application

MEMBERSHIP DUES

- St. Paul Association of Realtors (SPAAR) - KWIR submits your application
 - \$574 - Realtor Board Dues (Prorated Based on Month You Join)
 - \$552 - MLS Dues (\$138 per quarter)
 - \$185 - Electronic Supra Key (Prorated monthly)

AVERAGE COST OF GETTING STARTED: \$2,420
AVERAGE FIRST COMMISSION CHECK: \$5,400



TECHNOLOGY

KW SYSTEMS

COMMAND (All-In-One) \$65

CRM

Marketing: Designs
Branded Website & App
Smartplans
Business Reporting
Referral Network
Mobile Accessibility
Transaction Management
Campaigns (Social, Mail, Email)

Google Suite \$5

Plus

- Unlimited Drive Storage
- KW Email
- Docs
- Calendar
- And many more!

Facebook \$0

Ad Campaigns

- More exposure per dollar

KWIR Tech \$25

KW Connect, Consumer App, Agent Site,
DocuSign, Calendly, BLINQ business card,
Scott LeRoy Marketing, Showingtime,
Facility Provisions, ListHub & KWLS,
TrustFunds, Direct Deposit

TECH TOTAL: \$95

KWIR SPECIFIC

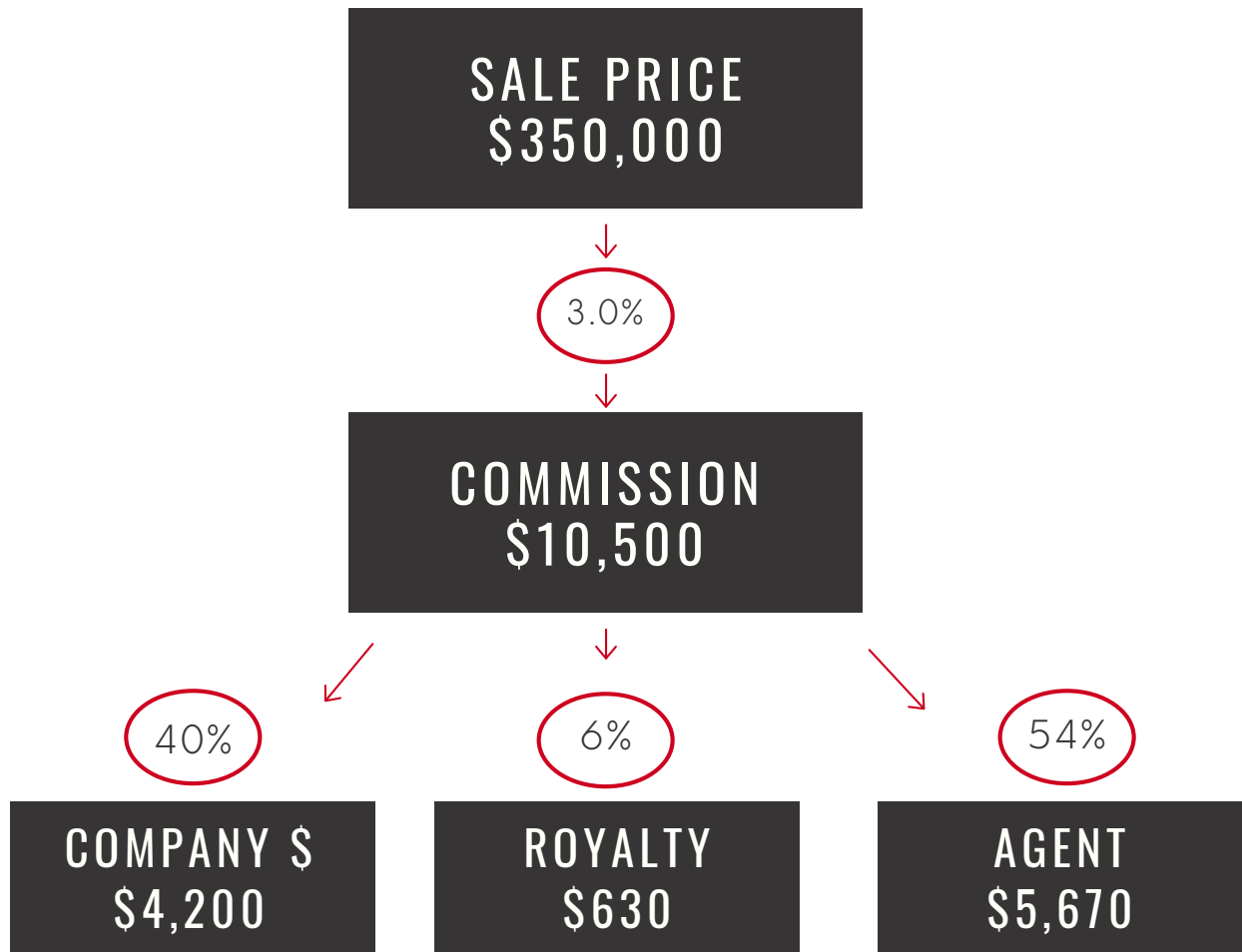
ADDITIONAL VALUE

Business expenses can be costly, and a benefit to joining a larger brokerage is we can get more things for less money!

- Coaching & Training
- Brand New Office & Training Center
- Proven Models, Systems and Leverage
- Multicultural Agent Council
- Transaction Coordination
- Marketing Support
- Events (Lead Gen, Contests, Client Appreciation)
- E&O Insurance Premium Reduction
- Access to Onsite Broker

INDIVIDUAL NEW AGENT COMMISSION SPLIT BREAKDOWN

ALL BRAND NEW LICENSEES START ON A 60/40 COMMISSION SPLIT FOR THEIR FIRST 4 TRANSACTIONS WITH KWIR. AGENT GRADUATES TO A 70/30 SPLIT ONCE THEIR 4TH TRANSACTION HAS CLOSED.



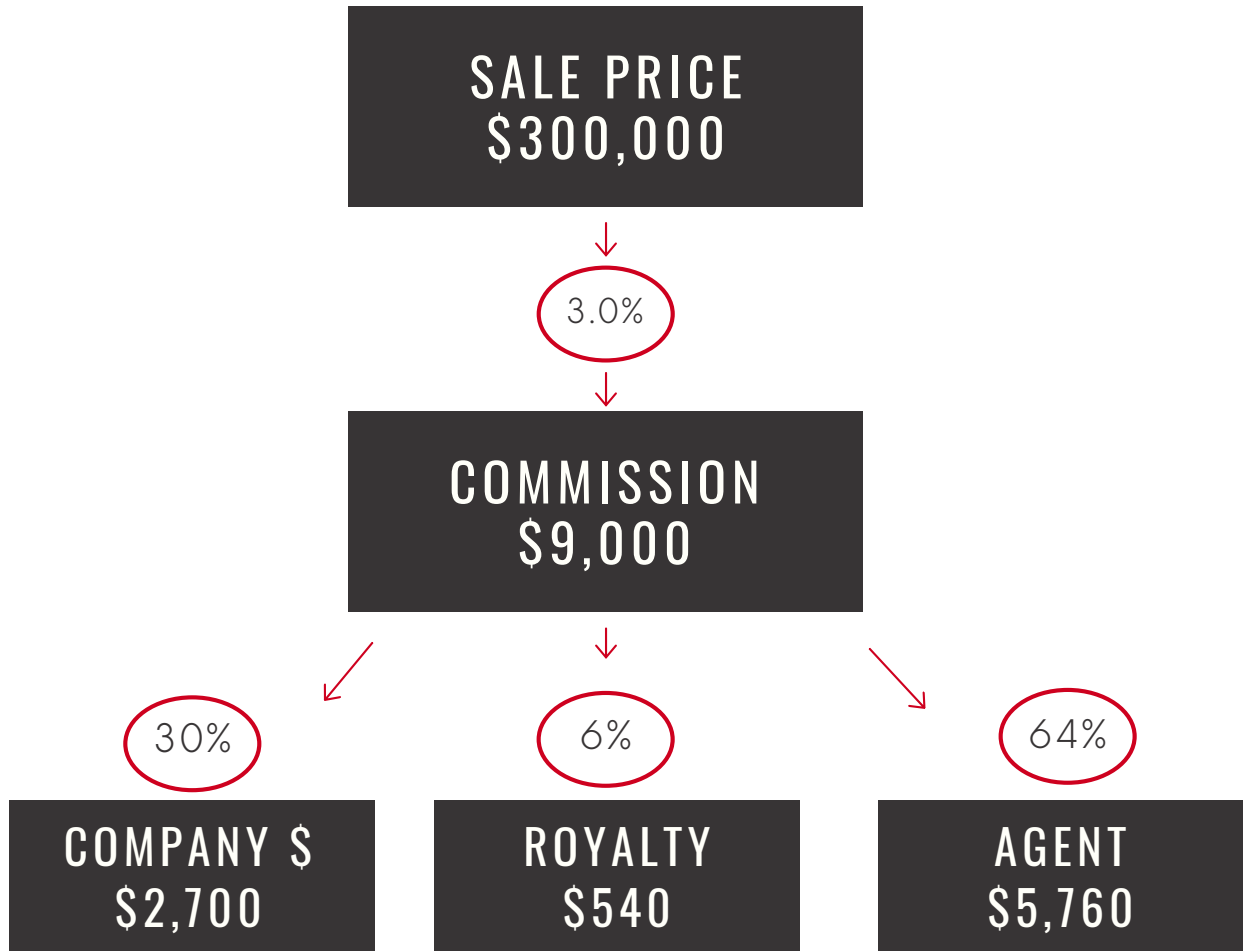
Company \$ Cap @ \$13,000

Royalty Capped @ \$3,000

PER ANNIVERSARY YEAR

INDIVIDUAL PRODUCING AGENT COMMISSION SPLIT BREAKDOWN

AGENTS WHO HAVE PREVIOUS PRODUCTION OF \$1.5M AND ABOVE
WILL BE ON A COMMISSION SPLIT OF 70/30

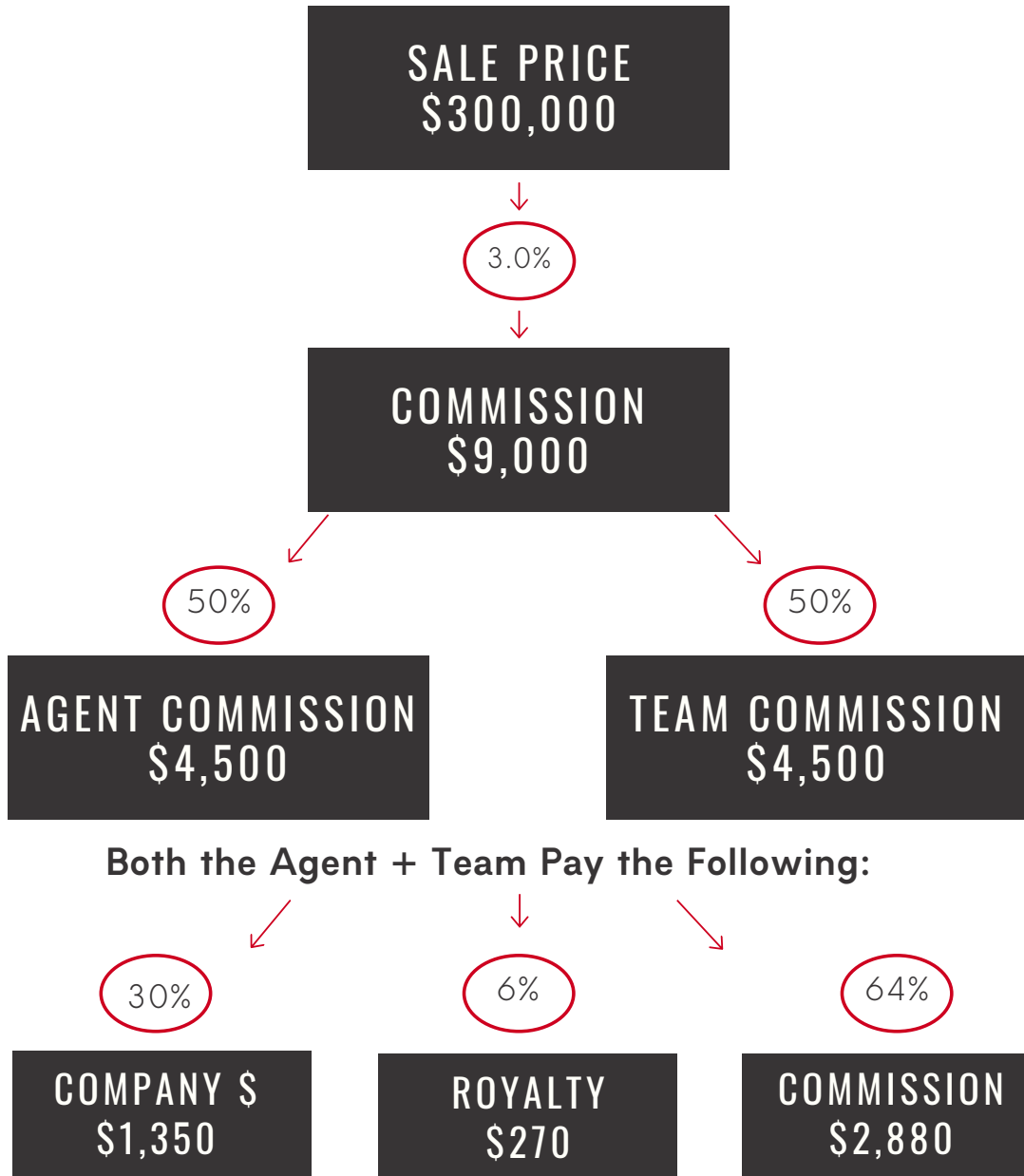


Company \$ Cap @ \$13,000

Royalty Capped @ \$3,000

PER ANNIVERSARY YEAR

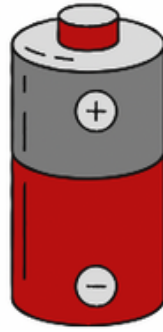
AGENT ON A TEAM COMMISSION SPLIT BREAKDOWN



Royalty Capped @ \$3,000 **Agent Company \$ Cap @ \$5,000**

PER ANNIVERSARY YEAR

POWER-UP COACHING PROGRAM.



POWER-UP
REAL ESTATE COACHING
kww KELLERWILLIAMS
INTEGRITY REALTY  

WHY DO I NEED COACHING?

Those who have had great success in their life (professionally and personally) have had coaches. Would an Olympic athlete hire a coach after they have won their medal? No, of course not.

The athlete decided if they wanted to perform at a high level, they had to have a coach that held them accountable, pushed them beyond what they thought was possible and encouraged them to unlock their true potential. That is our promise to you -encourage, coach and hold you accountable to ensure you have the business and life you desire.

LAUNCH COACHING



0-7+ transactions

Your coach for the launch of your business (transactions 0-7). 1:1 coaching bi-monthly, weekly group masterminds, and virtual coaching



Coaching

Offer review and transaction guidance, mindset coaching, accountability utilizing the GPS and Daily Action checklist, tracking your numbers and improving your conversion rates, and use of our coaching Listing and Buyer presentation



Training

Ignite Spark and Elementals, learn the basics of lead generation and building your business, learn the steps of a transaction, weekly classes online or in person and exclusive training tools

GROWTH COACHING



8+ transactions

Your coach for the growth of your business (transactions 8+). 1:1 coaching bi-monthly, weekly group masterminds and accountability, and virtual coaching



Coaching

Offer review and transaction guidance, mindset, accountability with GPS and Daily Action Checklist, tracking your numbers and improving your conversion rates, customizing your Buyer Consultation and Listing Presentation, building and growing your business, and creating an LLC



Training

Training on SHIFT topics, utilizing the MREA models, quarterly top producing guest speakers and industry leaders, and negotiation tips and techniques



Alec Junkert

Productivity Coach

651-769-4636

coachwithalec@gmail.com

kww KELLERWILLIAMS.
INTEGRITY REALTY

TRANSACTION COORDINATOR SERVICES

LISTING TRANSACTION TO CLOSE \$399

- Review listing documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Create Opportunity in Command and upload documents.
- Send copies of documents to sellers.
- Upload listing to the MLS.
- Add pictures, showing info, open houses, and make updates on MLS as needed.
- Review Purchase Agreement documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Send information/documents to Title/Lender/Coop Agent.
- Create Calendar reminders for any contract deadlines.
- Complete Opportunity in Command.
- Submit additional documents received during the transaction to all parties.
- Follow Up with all involved parties throughout the transaction.
- Advise agents of any issues that arise and assist in resolution.
- Status reporting each step of the way.
- Assure file is compliant ahead of closing.
- Work with all parties to make sure everything is on track to close.
- Submit Commission Details in Command

BUYER TRANSACTION TO CLOSE \$349

- Review Purchase Agreement documents for missing/incomplete signatures or forms and help agents obtain a complete file.
- Send information/documents to Title/Lender/Coop Agent.
- Send copies of documents to buyers.
- Create Calendar reminders for any contract deadlines.
- Complete Opportunity in Command.
- Submit additional documents received during the transaction to all parties.
- Follow Up with all involved parties throughout the transaction.
- Advise agents of any issues that arise and assist in resolution.
- Status reporting each step of the way.
- Assure file is compliant ahead of closing.
- Work with all parties to make sure everything is on track to close.
- Submit Commission Details in Command

SHANNON HEIER
TRANSACTION COORDINATOR
SHANNONHEIER@KW.COM
605.380.4191



MARKETING SERVICES

Premium Listing Package

- Cost includes cost of FB Ad (\$30) + postcard printing & shipping.
- 1 Facebook Ad
- 1 Social Media Post for your listing
- 1 Direct Mail Postcard with trackable QR Code (100)
- 1 New Listing Email sent to your database with custom landing page
- 1 Listing Flyer (Printable PDF Design)
- Smart plan lead nurturing with custom tags.

\$255

Custom Listing Postcard

- Create a Custom Postcard design for your listing.
- Create a trackable QR code and landing page.
- Cost includes printing and shipping of 100 postcards.

\$99

Just Listed Email Campaign

- Create a custom email design for our listing.
- Send out to your database on the date of your choosing.

\$35

Open House Flyer / Postcard

- Create custom design for your open house delivered in a printable PDF format.

\$25

Set Up My KW Website

- Using the Set up my KW Website (Basic) service, we will get your basic KW website up and running. We will make sure you have your About Me page, headshot and logos, and links to your social channels on your activated KW website with the domain URL of your choice.

FREE

Logo Branding

- Have a custom logo designed to your preferred specifications.

\$30

Build Out KW Website

- This service includes all of the Basic website package items, but includes multiple premium "value add" website pages for your clients including:
- Meet the Team
- What's My Home Worth?
- Mortgage Calculator & Keller Mortgage
- Local School Search
- Download My App
- Homekeeper Blog /Vendors (Homekeepr Account Required)
- Any additional custom pages (blogs, etc.).

\$50-\$75

Custom Listing Flyer

- Create custom design for your listing delivered in a printable PDF format.

\$25

Listing Social Media Design

- Price INCLUDES \$30 ad budget which will be charged to your business CC through Command.
- Create "Just Listed" or "Coming Soon" social media design.
- Create social media post copy promoting your listing.
- Schedule and Publish to your Facebook for you.
- Create a Smart plan drip for lead follow up.

\$75

Door Knocking Flyer / Postcard

- Create custom door knocking flyers/postcards to your specifications.

\$25

Custom Projects

- This is for special requests like building a new website outside of KW IDX's sites, starting a blog, social media marketing, marketing plans, etc. Cost will depend on size of project.

TBD

SEAN HEIER
MARKETING DIRECTOR
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605.380.4168



TECHNOLOGY

COMPARISON

OUTSIDE SYSTEMS

CRM

Follow Up Boss	\$69
Top Producer	\$60
Zoho	\$49
Lion Desk	\$39
Wise Agent	\$32

E-signature

Dootlop	\$32
DocuSign	\$20

Google Suite

Plus	\$18
Basic	\$12

Marketing

HootSuite	\$99
Curated Social	\$25
Canva	\$15

CRM + Website

KvCore (\$999 setup fee)	\$499
Real Geeks	\$299
Brivity	\$85

KW SYSTEMS

COMMAND (All-In-One)

\$65

CRM

Marketing: Designs
 Branded Website & App
 Smartplans
 Business Reporting
 Referral Network
 Mobile Accessibility
 Transaction Management
 Campaigns (Social, Mail, Email)

Google Suite

\$5

Plus

- Unlimited Drive Storage
- KW Email
- Docs
- Calendar
- And many more!

Facebook

\$0

Ad Campaigns

- More exposure per dollar

KWIR Tech

\$25

KW Connect, Consumer App, Agent Site,
 DocuSign, Calendly, BLINQ business card,
 Scott LeRoy Marketing, Showingtime,
 Facility Provisions, ListHub & KWLS,
 TrustFunds, Direct Deposit

AVG TECH TOTAL:

\$1,716

KWIR TECH TOTAL:

\$95

TECHNOLOGY.KW.COM

